

Message Text

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43

ACTION EB-11

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FM AMEMBASSY HELSINKI

TO SECSTATE WASHDC 7911

INFO AMEMBASSY PARIS

UNCLAS HELSINKI 1949

E.O. 11652: N/A

TAGS: ECON, FI

SUBJECT: COMMERCIAL OFFICERS CONFERENCE

REF: STATE 209417

1. HUGHES AND HOLBROOK PLANNING ATTEND EUROPEAN REGIONAL COMMERCIAL OFFICERS CONFERENCE PARIS. BOTH WILL ARRIVE ONLY 1200 OCTOBER 22 ON FINNAIR AY-873. PLEASE RESERVE TWO SINGLES FOR NIGHTS OCTOBER 22 THROUGH 26 INCLUSIVE. PLEASE NOTE THEIR INTENTION STAY TWO EXTRA NIGHTS. ASSUME DATES FOR CONFERENCE IMPLIED IN PARA. 9 REFTEL ARE INCORRECT.

2. HELSINKI SUGGESTIONS FOR CONFERENCE AGENDA AS FOLLOWS:

A. "EFFECTIVE UTILIZATION OF LOCAL EMPLOYEES IN TRADE PROMOTION". HELSINKI SUGGESTS THAT ONE OR MORE LOCAL EMPLOYEE ATTENDEES BE SELECTED TO GIVE VIEWS ON THIS TOPIC.

B. "USE OF COMMERCIAL OFFICERS FOR TRADE PROMOTION DURING VISITS TO USA." BOTH THE BRITISH AND FRENCH COMMERCIAL OFFICERS IN HELSINKI HAVE RECENTLY SPENT SOME WEEKS IN THEIR COUNTRIES VISITING DOMESTIC FIRMS TO STIMULATE THEIR INTEREST IN THE FINNISH MARKET. CONFERENCE MIGHT CONSIDER WHETHER SUCH A PROGRAM WOULD BE USEFUL IN U.S. TRADE PROMOTION EFFORTS.

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